

Message Text

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PAGE 01 PARIS 33274 191753Z

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ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 /020 W

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R 191744Z DEC 75

FM AMEMBASSY PARIS

TO SECSTATE WASHDC 6267

UNCLAS PARIS 33274

E.O. 11652: N/A

TAGS: BTIO, FR

SUBJ: INVESTMENT OPPORTUNITY: SARL NICOLL

1. SUBJECT FIRM (WTDR IN PREPARATION) PRODUCES FULL LINE OF PLUMBING PIPES, FIXTURES AND RELATED PRODUCTS USING PVC AS RAW MATERIAL. NICOLL EMPLOYS OVER 1000, HAS ARRUAL SALES OF \$35 MILLION AND EXPORTS TO EUROPE AND LATIN AMERICA.
2. NICOLL WOULD NOW LIKE TO EXPLORE US MARKET. IN VIEW OF LIMITED CAPACITY AT FRENCH PLANT AND DIFFERENCES IN /US SIZES AND OTHER STANDARDS, NICOLL HAS CONCLUDED THAT BEST COURSE WOULD BE TO CONSIDER INVESTMENT IN US, PREFERABLY IN JOINT VENTURE WITH US FIRM IN BUILDING SUPPLIES FIELD. NICOLL IS PREPARED TO CONTRIBUTE CASH AND TECHNOLOGY, SOME OF WHICH IS PRESENTED.
3. REQUEST USDOC CALL THIS JOINT VENTURE OPPORTUNITY TO ATTENTION OF POTENTIALLY INTERESTED US FIRMS. SINCE NICOLL HOPES ALSO TO SERVE LATIN AMERICAN MARKET FROM PROPOSED US PLANT, OPTIMUM LOCATION WOULD PROBABLY BE IN SOUTHERN US NEAR GOOD SEAPORT.
4. INTERESTED FIRMS SHOULD CORRESPOND DIRECT WITH J.Y. DELAUNE, ATTACHE DE DIRECTION, SARL NICOLL, RUE PIERRE ET MARIE CURIE, 49309 CHOLET, FRANCE (OR TELEX 72-261).

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PAGE 02 PARIS 33274 191753Z

5. NICOLL WOULD ALSO BE GRATEFUL FOR ANY READILY

AVAILABLE INFO ON GEOGRAPHIC AREAS IN WHICH PVC
PLUMBING MATERIALS ARE APPROVED BY BUILDING CODES.

6. WE ARE PASSING FOREGOING TO STATE REPS IN EUROPE.
RUSH

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 19 DEC 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975PARIS33274
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750442-0474
From: PARIS
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19751223/aaaaaukm.tel
Line Count: 66
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: KelleyW0
Review Comment: n/a
Review Content Flags:
Review Date: 23 JUN 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <23 JUN 2003 by ReddocGW>; APPROVED <09 FEB 2004 by KelleyW0>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: INVESTMENT OPPORTUNITY: SARL NICOLL
TAGS: BTIO, FR
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006